Amendments to the Claims:

    1. (currently amended): <u>A detection method for video embedded</u>
~~A method of embedding~~ <u>with </u>identification data in <u>the </u>video, the video comprising a
plurality of video frames, ~~said method comprising:~~ <u>the video having been embedded by:</u>
embedding the identification data in a first video frame prior to distribution or projection
of the video, the embedded identification data being visually perceptible upon
examination of the first frame; selecting a second video frame, wherein the first and
second video frames are separate frames; and embedding the identification data in the
second video frame prior to distribution or projection of the content, the embedded
identification data being visually perceptible upon examination of the second frame,
wherein the identification data is generally imperceptible upon real-time rendering of the
video<u>, said method comprising:</u>

        <u>obtaining video embedded with the identification data;</u>

        <u>averaging a plurality of the video frames including the first and second frames,</u>
<u>wherein the averaging improves the signal to noise ratio of the identification data to video</u>
<u>content; and</u>

        <u>detecting the identification data from a result of said act of averaging</u>.

    2. (previously presented): The method of claim 1, wherein the selecting
comprises selecting the second frame so that the repetition of the embedded identification
data is imperceptible to the human conscious mind when rendered.

3. (original): The method of claim 1, wherein the identification data is embedded in the same frame location in each of the first and second frames.

4. (currently amended): ~~A detection~~ The method of claim 1, ~~for the video embedded according to claim 1,~~ further comprising visually inspecting the first or second frames.

5. (currently amended): ~~A detection~~ The method of claim 1, ~~for the video embedded according to claim 1,~~ in which said act of detecting utilizes ~~comprising providing~~ device-aided character recognition of the first or second frames to detect the identification data.

6. (original): The method of claim 1 wherein the identification data is embedded in each of the first and second frames in the form of a digital watermark, yet the embedded digital watermarks remain visually perceptible upon examination of the first frame and second frame.

7. (currently amended): The method of claim 6, wherein the <u>digital</u> watermark visibility is due at least in part to <u>digital</u> watermark signal strength or intensity.

8. (currently amended): The method of claim 2, wherein the second frame is selected so that the repetition of the embedded identification data is imperceptible to <u>a</u> ~~the unconscious~~ human <u>observer of the video.</u> ~~mind.~~

9. (previously presented): The method of claim 1, wherein the identification data comprise at least one of text, numbers, codes, images or graphics.

10. (currently amended): The method of claim 3, wherein the same <u>frame</u> location comprises a window.

11. (original): The method of claim 1, wherein the identification data comprise a plurality of identifiers.

12. (original): The method of claim 11, wherein each of the plurality of identifiers is embedded to be spatially located in a separate frame location with respect to each other.

13. (original): The method of claim 12, wherein the separate frame locations are the same for each of the first frame and second frames.

14. (previously presented): The method of claim 11, wherein the plurality of identifiers comprise at least two identifications selected from a group comprising: content identification, a distributor identification, copy restriction information, and an exhibition identification.

15. (previously presented): The method of claim 1, wherein the identification

data comprises at least one identification selected from a group of identifications

comprising: content identification, a distributor identification, copy restriction

information, and an exhibition identification.

16 – 26. canceled.

27. (currently amended): A~~n~~ apparatus comprising:

memory for buffering media content, ~~method of steganographically hiding data in~~

~~media content,~~ wherein the media content comprises a plurality of segments including

masking content, in which ~~said method being characterized in that~~ at least two of the

media segments are provided with the data prior to distribution or projection of the media

content, wherein the data comprises humanly perceptible data, and wherein the data

remains perceptible upon individual examination of the at least two media segments but

consciously imperceptible as the media content is rendered in real time since the data is

below a perceptual threshold due to the masking content, wherein the media content

comprises video, and the plurality of segments comprises video frames, and the masking

content comprises video frames without the data; and

an electronic processor programmed as a detector for averaging a plurality of the

video frames so that the provided data becomes consciously perceptible.

28. canceled.

29. (currently amended): The apparatus ~~method~~ of claim 27 ~~28,~~ wherein the data comprises an image of at least one of a hexadecimal number, binary number or decimal number.

30. (currently amended): The apparatus ~~method~~ of claim 27 ~~28,~~ wherein the data comprises an image of text.

31 – 34. canceled.

35. (previously presented): The apparatus ~~method~~ of claim 27 wherein the auxiliary data comprises an identifier comprising 1's and 0's, where the 1's are embedded in the content through modification to content data.

36. (previously presented): The apparatus ~~method~~ of claim 35 wherein the 0's are represented in the content through the absence of modification to content data.

37 – 39. canceled.

40. (previously presented): A detecting method comprising:

obtaining content, the content including auxiliary data embedded therein, the embedding being accomplished through modifications of portions of the content, the modifications occurring prior to obtaining the content, the modifications being humanly perceptible if examined in a finite segment or frame of the content, but provided in the content so as to be humanly imperceptible when examined as the content is rendered or projected in real-time;

averaging a plurality of content portions; and

detecting the auxiliary data from data representing averaged content portions, the auxiliary data being relatively more detectable from the data representing averaged content portions compared to individual portions including the auxiliary data.

41. (new): A non-transitory computer readable medium comprising instructions stored therein, said instructions causing an electronic processor to perform the method of claim 40.

42. (new): An apparatus comprising:

memory for storing content, the content including auxiliary data embedded therein, the embedding being accomplished through modifications of portions of the content, the modifications occurring prior to obtaining the content, the modifications being humanly perceptible if examined in a finite segment or frame of the content, but provided in the content so as to be humanly imperceptible when examined as the content is rendered or projected in real-time; and

a processor programmed for:

averaging a plurality of content portions; and

detecting the auxiliary data from data representing averaged content portions, the auxiliary data being relatively more detectable from the data representing averaged content portions compared to individual portions including the auxiliary data.

43. (new): A non-transitory computer readable medium comprising instructions stored therein, said instructions causing an electronic processor to perform the method of claim 1.